



## American Traffic Solutions

314.481.3080 • Fax: 314.481.6771 • www.atsol.com • 3800 Hampton Ave. • Suite 3300 • St. Louis, Missouri 63109

June 9, 2006

Mr. Stephen J. Kovac  
Deputy City Counselor  
City of St. Louis  
1200 Market Street  
Room 314, City Hall  
St. Louis, Missouri 63103

### Re: Request for Proposal for Automated Traffic Safety Camera System

Dear Mr. Kovac and Members of the Evaluation Team:

American Traffic Solutions, Inc. is pleased to present our proposed solution in response to your Request for Proposal for an Automated Traffic Safety Camera System. We fully understand the City's primary objective to increase traffic safety through the successful implementation and operation of a Red Light Camera Safety Program. The following proposal presents our solution which is fully responsive in all respects and meets or exceeds all of the requirements set out in your RFP.

Following is a summary of the unique attributes and benefits of the ATS solution.

- ***ATS is the only company with direct experience operating red light camera programs in Missouri.*** ATS pioneered photo enforcement in Missouri by implementing the first two red light camera programs in the State. We have fully-operational red light camera programs in Arnold, Missouri, the largest city in Jefferson County, and Florissant, Missouri, the largest city in St. Louis County. ATS has been selected by several other cities in Missouri to install and operate our red light camera program. ATS is the only company with red light camera contracts in the State of Missouri and with existing MoDOT installation agreements.
- ATS was recently awarded a red light camera contract by the City of Houston, Texas. The Houston RFP process included a comprehensive proposal, evaluation and a head-to-head equipment trial, where each vendor was required to install and operate cameras for a thirty day trial. The Houston red light camera program is projected to be the largest in the country, starting with 50 camera sites.
- ATS provides totally secure, and fully web-enabled back-office violation processing and customer service application, designed and built with the highest levels of system security, including SecurID® a Two-Factor Authentication System which is the security standard used by over 15 million people at 18,000 of the largest companies and banks worldwide.
- ATS has experience delivering and operating large and complex red light camera programs in some of the nation's largest cities including for New York City, NY, Philadelphia, PA, Seattle, WA, Mesa, AZ, and Houston, Texas.
- ATS offers the industry's highest resolution color digital camera (12.4 megapixels) able to capture a single set of clear, crisp images of each violation event to present the best "prima facie" evidence. The ATS camera system extracts the license plate image from one of the two event images **and does not use multiple cameras** to separately capture scene and license plate close-up images.

Letter to Mr. Steven Kovac  
June 9, 2006  
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- ATS established and exclusive working relationship with Gerstner Electric, Inc. (GEI), specializing in signal installation. GEI is the leading signal contractor in the St. Louis metropolitan area. GEI installed infrastructure for ATS cameras in Arnold and Florissant and they are in the process of installing camera infrastructure in other cities across the State of Missouri where we currently have contracts.
- ATS installs the smallest, most unobtrusive camera system in the industry; the entire system fits into a single small enclosure (20" wide x 18" deep and 20" high). All system components can be mounted on a single pole, or onto existing signal or street light poles. This feature is especially important in the Downtown and commercial areas of St. Louis where unwanted street clutter is a concern.
- ATS offers multiple options for vehicle detection, including embedded sensors and overhead vehicle detection technology. Our systems provide total deployment flexibility, ensuring that the right technology is used for each selected intersection.
- ATS is a licensed business in the City of St. Louis. We also maintain a local field operations office in the City of St. Louis.
- **ATS comes armed with proven people, proven processes, proven technology and a diverse, strong local team.**

The American Traffic Solutions team is excited about this project and we are looking forward to working with the City of St. Louis and its Metropolitan Police Department in a joint effort to implement this Red Light Camera program, which is focused on increasing community and traffic safety within the City of St. Louis.

Sincerely,  
**American Traffic Solutions, Inc.**



James Tuton  
President



### **EQUAL EMPLOYMENT OPPORTUNITY**

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at American Traffic Solutions will be based on merit, qualifications, and abilities. Both ADP TotalSource and American Traffic Solutions are equal employment opportunity employers and do not discriminate against any person because of race, color, creed, religion, sex, national origin, handicap, disability, age or any other characteristic protected by law (referred to as "protected status"). This nondiscrimination policy extends to all terms, conditions and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions such as promotions, compensation, benefits and termination of employment.

American Traffic Solutions will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

Any employees with questions or concerns about any type of discrimination in the workplace are encouraged to bring these issues to the attention of their immediate Manager or the Human Resource Department at ADP TotalSource. Employees can raise concerns and make reports without fear of reprisal. Anyone found to be engaging in any type of unlawful discrimination will be subject to disciplinary action, up to and including termination of employment.

CITY OF ST. LOUIS  
BOARD OF PUBLIC SERVICE  
MBE/WBE UTILIZATION STATEMENT

**(1) Policy**

It is the policy of the City of St. Louis that minority and women-owned businesses, as defined in the Mayor's Executive Order of March 31, 1992, shall have the maximum opportunity to participate in the performance of contracts utilizing City funds, in whole or in part. Consequently the requirements of the aforementioned Executive Order apply to this contract.

**(2) Obligation**

The contractor agrees to ensure that minority and/or women-owned businesses have the maximum opportunity to participate in the performance of contracts or subcontracts financed in whole or in part with City funds. The contractor shall take all necessary and reasonable steps to ensure that said businesses have the maximum opportunity to compete for and perform under this contract. The contractor shall not discriminate on the basis of race, color, national origin or sex in the award and performance of contracts.

**(3) Project and Bid Identification**

Complete the following information concerning the project and bid:

Project Name: Automated Traffic Safety Camera System

Letting Number and Date: N/A

Total Bid: \$1,440,000

Contract MBE/WBE Goal: 25% MBE and 5% WBE Participation

Dollar Amount of Proposed MBE \$ 160,000

Dollar Amount of Proposed WBE \$ 157,000

**(4) Assurance**

I, acting in my capacity as an officer of the undersigned bidder or bidders if a joint venture, hereby assure the City that on this project my company will: (check one)

☐ Meet or exceed contract award goals and will provide participation as follows:

Minority Business Participation      Percent

Women-Owned Business Participation      Percent

☒ Fail to meet contract award goals but will demonstrate that good faith efforts were made to meet the goals and that my company will provide participation as follows:

Minority Business Participation 11.1 Percent

Women-Owned Business Participation 10.9 Percent

American Traffic Solutions, Inc.

Name of Company

By: 

Title: Executive Vice President/COO

Date: 6/9/06

MBE-1

Letting No. \_\_\_\_\_

CITY OF ST. LOUIS  
BOARD OF PUBLIC SERVICE

SUBCONTRACTOR LIST

Prior to the final approval of any contract resulting from this letting the successful bidder will be evaluated as to proposed utilization of certified MBE/WBE owned and operated businesses. This is in addition to any and requirements for city resident employment goals and timetables and is in accordance with the Mayor's Executive Order of March 25, 1982, December 6, 1984, and January 10, 1990. On the spaces provided below please list all subcontractors and suppliers, including minority and women-owned firms, proposed for utilization on this project. Work to be performed by the apparent low bidder is to be included.

BID ITEM(S) OF WORK TO BE PERFORMED	FIRM NAME	SUBCONTRACT OR SUPPLY CONTRACT AMOUNT
Public Relations Service	Roman Communications	\$36,000
Construction Services	Gerstner Electric Inc.	\$250,000
Delinquency Collections Services	Watson-Wesley Coleman, LC	\$160,000
Mail Processing	Questmark	\$121,000

MBE-2

THE WILLFUL FALSIFICATION OF ANY OF THE ABOVE STATEMENTS MAY SUBJECT THE CONTRACTOR OR SUBCONTRACTOR TO CIVIL OR CRIMINAL PROSECUTION.

### SUBCONTRACTOR LIST

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**CITY OF ST. LOUIS  
BOARD OF PUBLIC SERVICE**

**SUBCONTRACTOR LIST  
(FINAL PAGE)**

BID ITEM(S) OF WORK TO BE PERFORMED	FIRM NAME	SUBCONTRACT OR SUPPLY CONTRACT AMOUNT

Total bid amount was calculated by multiplying \$4,000 x 10 cameras \* 36 months

**CONTRACT BID TOTAL                      \$ \$1,440,000**

In considering all levels of sub-contracting on City contracts the following categories of Bid Item(s) or Work and Trade have been suggested by various private and governmental organizations and professional groups involved in commercial and industrial construction---air conditioning, final clean-up, caulking, ceilings, conduit, concrete, cement, cabinets, doors, drainage, drilling, drywall, asphalt, carpentry, communications, electrical, equipment rental, excavating, elevator, earthwork, decorators, fencing, flooring, automatic sprinklers, foundations, brick masonry, pile caps, pile driving, sewer, stone masonry, insulation, tile setting and terrazzo, lathing and plastering, asbestos, painting, security guard service, sign painting, insurance and bonding, photographers, plumbing, paving, grading, landscaping, toilet partitions, siding, roofing, decking, flooring, paperhangers, sky lights, steel erection, re-bars, sheet metal, movable partitions, ornamental iron glazing, accessories suppliers, exterminators, millwork, wall covering, advertisers, data programmers, wrecking and demolition, sodding, construction and design consultants, hauling, financing institutions, public movers, specialties, carpeting, piping, heating, and sanitary and safety facilities.

Note: On attached sheets, provide the complete mailing address, telephone number, contact person and title for each firm listed on the previous pages. Additionally, provide the City Business License Number and Federal Identification Number for each.

**CITY OF ST. LOUIS  
BOARD OF PUBLIC SERVICE  
MBE/WBE UTILIZATION PLAN**

CONTRACTING AGENCY: City of St. Louis

LETTING NO. \_\_\_\_\_

PROJECT NAME: Automated Traffic Safety Camera System

NAME OF PRIME CONTRACTOR: American Traffic Solutions, Inc.

MBE OR WBE?: No

The prime contractor shall utilize and require all subcontractors to utilize the maximum number of **certified** minority or women-owned business enterprises possible and will purchase materials and supplies from disadvantaged business enterprises to the maximum extent feasible, and to this end, the prime contractor will inform each subcontractor of this requirement.

The prime contractor shall utilize the services and/or supplies provided by the following **certified** minority or women-owned business enterprises in the execution of this contract. Any substitution of firms will require the prior written approval of the Contracting Agency and the St. Louis Development Corporation.

FIRM NAME, ADDRESS, PHONE NUMBER, CONTACT PERSON  (a)	CERTIFICATION NO.  (b)	BID ITEM(S) OF WORK TO BE PERFORMED AND/OR MATERIALS SUPPLIED  (c)	BID AMOUNT  (d)
Roman Communications 2510 Sutton Blvd. St. Louis, MO 63143 (314) 647-9232 Judy Roman	WBE1113	Public Relations Services	\$36,000
Questmark 7102 Mullins Dr Houston, TX 77081 (713) 662-9022 Reid Kuhn	Woman Owned Business	Printing and Mailing	\$121,000
Watson-Wesley Coleman, LC 4400 Lindell Blvd. Ste 12G St. Louis, MO 63108 314-367-5549 Denise Watson-Wesley	M/WBE997		\$160,000

Total bid amount was calculated by multiplying \$4,000 x 10 cameras \* 36 months.

TOTAL DOLLAR AMOUNT OF PRIME CONTRACT: \$ \$1,440,000

TOTAL DOLLAR AMOUNT OF MBE SUBCONTRACTS: \$ \$160,000 PERCENT MBE: 11.1%

TOTAL DOLLAR AMOUNT OF WBE SUBCONTRACTS: \$ \$157,000 PERCENT WBE: 10.9%

  
PRIME CONTRACTOR AUTHORIZED SIGNATURE

6/7/06  
DATE

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**CITY OF ST. LOUIS  
BOARD OF PUBLIC SERVICE  
MBE/WBE UTILIZATION PLAN**

NAME OF PRIME CONTRACTOR: \_\_\_\_\_

FIRM NAME, ADDRESS, PHONE NUMBER, CONTACT PERSON  (a)	CERTIFICATION NO.  (b)	BID ITEM(S) OF WORK TO BE PERFORMED AND/OR MATERIALS SUPPLIED  (c)	BID AMOUNT  (d)

**This sheet is provided for additional space only. Please include all totals on page 1.**

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CITY OF ST. LOUIS  
MINORITY/WOMEN-OWNED BUSINESS ENTERPRISE UTILIZATION  
CONTRACTOR'S GOOD FAITH EFFORTS REPORT

CONTRACTING AGENCY: City of St. Louis  
 LETTING NO./PROJECT NAME: Automated Traffic Safety Camera System  
 NAME OF PRIME CONTRACTOR: American Traffic Solutions, Inc.

In addition to the minority or women-owned business enterprises that are listed and proposed for utilization on this contract, the following minority or women-owned business enterprises were also contacted regarding this contract. However, the prime contractor is unable to utilize these firms for the reason indicated below:

FIRM NAME, ADDRESS, PHONE # CONTACT PERSON	BID ITEM(S) OF WORK TO BE PERFORMED AND/OR MATERIALS SUPPLIED	BID AMOUNTS	DATE AND METHOD OF SOLICITATION	COMMENTS: REASON REJECTED
Pelican Printing 2811 Locust St. St. Louis Howard Butler 314-359-5058	Mail processing		Phone and email 6/2/06-6/7/06	Expertise is in printing needs to subcontract integrated mailing function to 3 <sup>rd</sup> party.
Law Offices of Mary Nelson 1204 Washington Ave St. Louis, MO 63103 (314) 436-9488	Collections services	TBD	Phone 6/6/06	Woman owned business not MBE/WBE certified

PRIME CONTRACTOR AUTHORIZED SIGNATURE  DATE 6/6/06  
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**CITY OF ST. LOUIS**  
**MINORITY/WOMEN-OWNED BUSINESS ENTERPRISE UTILIZATION**  
**CONTRACTOR'S GOOD FAITH EFFORTS STATEMENT**

Please indicate those efforts you made to maximize the utilization of Minority and/or Women-owned business enterprises (MBE/WBEs) and hiring of City Residents on this contract.

	YES	NO
Attended the pre-bid conference held on this contract.	N/A	N/A
Selected portions of work proposed to be performed by MBE/WBE's in order to increase the likelihood of meeting the participation goals.	X	
Solicited individual MBE/WBE's by written notification at least (14) calendar days prior to bid opening to participate in the contract as a subcontractor, regular dealer, manufacturer, consultant, or service agency for specific items or type of work.	X	
Followed-up the initial solicitation of interest by contacting MBE/WBE firms to determine whether or not said firms will submit a bid.	X	
Provided interested MBE/WBE firms with adequate information regarding the plans, specifications and requirements for bidding on City-financed construction.	X	N/A
Negotiated in good faith with MBE/WBE firms. (MBE/WBE firms shall not be disqualified without sound reasons based upon a thorough investigation of their capabilities.	X	
Made efforts to negotiate with MBE/WBE's for specific items of work.	X	
Made efforts to assist MBE/WBE firms that requested assistance in obtaining bonding, insurance, or line of credit required to participate in the contract.	N/A - No bond	
Advertised in general circulation media, trade association publication, MBE/WBE focused media for MBE/WBE's and areas of interest for this contract.	X	
Name and Date of Publication(s): _____		
Contacted Armand Paulet of the Construction Orientation Intake Center, as a first source, regarding the hiring of City Residents on this project.		N/A
Notified, in writing, organizations which provide assistance in the recruitment and placement of MBE/WBE firms of the type of work, supplies or services being considered on this contract. List the organizations, contractor's groups, local, state and federal disadvantaged business assistance offices and other organizations that were contacted for assistance in achieving maximum participation of MBE/WBE firms on this contract. Please note the name of the person contacted and the date of contact.  Organization: _____ Contact Person: _____ Date of Contact: _____  No enough sub contract categories to apply		N/A

Adam Tuton

(Name)

American Traffic Solutions, Inc.

(Firm Name)

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CITY OF SAINT LOUIS  
CIVIL RIGHTS ENFORCEMENT AGENCY

~~314 FISCAL COURT BUILDING~~ • ST. LOUIS, MISSOURI 63101 • (314) 622-3301  
906 Olive, Suite 1100

## CONTRACTORS COMPLIANCE REPORT

### I. FIRM DESCRIPTION

Firm Name American Traffic Solutions, Inc.  
and \_\_\_\_\_  
Address 14861 N. Scottsdale Road, Suite 109, Scottsdale, AZ 85254  
Phone No. 480-443-7001  
Chief Executive Officer James Tuton  
Title \_\_\_\_\_  
Letting No. \_\_\_\_\_ FOR \_\_\_\_\_  
Automated Traffic Safety Camera Systems

Evaluation (Leave Blank)	
<input type="checkbox"/>	Compliance _____
<input type="checkbox"/>	Non-Compliance _____
<input type="checkbox"/>	Suggested Follow Up: _____
<input type="checkbox"/>	Referral: _____

### II. POLICIES AND PRACTICES

- A. Is it this company's policy to recruit, hire, train, upgrade, promote, and discipline persons without regard to race, sex, color, age, religion, or national origin?
- B. To whom has responsibility been assigned to develop procedures which will assure that this policy is understood and-carried out by managerial, administrative, and supervisory personnel?  
Name Adam Draizin Position CFO
- C. Has this company notified all recruitment sources that all qualified applicants will be considered for employment, without regard to race, sex, color, age, religion, or national origin?
- D. When advertising is used does it specify that all qualified applicants will be considered for employment without regard to race, sex, color, age, religion, or national origin?
- E. Does this company have bargaining agreements with employee organizations?
- F. If yes, have such organizations been notified of the company's responsibility to comply with the non-discrimination clause as it applies to apprentices and all other employees?
- G. Has the company notified all of its subcontractors of their obligation to comply with the non-discrimination clauses?
- H. Identity of Employee Organizations  
International Union Local Number \_\_\_\_\_

YES	NO
X	
X	
X	
	X
X	

- I. Describe any other actions taken which show that all employees are recruited, hired, trained, and promoted without regard to their race, sex, color, age, religion, or national origin?

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### III. CURRENT EMPLOYMENT ANALYSIS

(1) OCCUPATIONS	MALE EMPLOYEES					FEMALE EMPLOYEES					TOTAL ALL EMPLOYEES
	TOTAL MALES	MINORITY GROUPS				TOTAL FEMALE	MINORITY GROUPS				
		Black	Oriental	American Indian	Spanish American		Black	Oriental	American Indian	Spanish American	
Officials and Managers	4	0	0	0	0	0	0	0	0	0	4
Professionals	24	2	2	0	3	7	1	1	0	1	31
Technicians	14	2	1	0	0	0	0	0	0	0	14
Sales Workers	4	0	0	0	0	0	0	0	0	0	4
Office and Clerical	0	0	0	0	0	3	0	0	0	0	3
Craftsmen (skilled)	1	0	0	0	0	3	1	0	0	1	4
Operatives (semi-skilled)	0	0	0	0	0	0	0	0	0	0	0
Laborers (unskilled)	0	0	0	0	0	0	0	0	0	0	0
Service Workers	0	0	0	0	0	0	0	0	0	0	0
TOTAL	47	4	3	0	3	13	2	1	0	2	60
Total Employment from previous report (if any)											

Figures for the following classification shall also be included in appropriate category above:

APPRENTICES											
Registered											
Unregistered											
TRAINEES											
ON THE JOB											
White Collar											
Production											
TRAINEES											
VESTIBULAR											
White Collar											
Production											

(2) Employment figures were obtained from: ☒ Available Records  
☐ Visual Check ☐ Other (specify) \_\_\_\_\_

(3) Name and title of person completing this form  
 Adam Draizin CFO

(4) Date  
 6/9/06



CITY OF SAINT LOUIS  
CIVIL RIGHTS ENFORCEMENT AGENCY

~~XXXXXX~~ CIVIL COURTS BUILDING • ST. LOUIS, MISSOURI 63101 • (314) 622-3301  
906 Olive Suite 1100

COMPLIANCE EVALUATION FORM

for

GENERAL AND SUB-CONTRACTORS

Firm's Name: American Traffic Solutions, Inc.

Address: 14861 N. Scottsdale Rd. Suite 109, Scottsdale Zip Code: 85254 Phone: 480-443-7000

Name and Title of person completing this form:

Adam Draizin / CFO

Contract No: \_\_\_\_\_ For: Automated Traffic Safety Camera Systems

1. Identify employee organizations which will be utilized in performance of captioned contract. If labor organization, give name of International Union and Local Number:

INTERNATIONAL UNION

LOCAL NUMBER

See separate submittal by Gerstner Electric, Inc.

2. Estimated number of men to be used in performing this contract. Breakdown by labor or craft category (refer to Question #1 above) and minority group presentation:

LABOR CATEGORY

TOTAL

BLACK

See separate submittal by Gerstner Electric, Inc.





# COMPLIANCE EVALUATION FORM

## GENERAL AND SUB-CONTRACTORS

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3. Indicate date work will commence on contract, anticipated duration of project, and estimated completion date.

to be determined

4. Person or representative should contact when conducting job site survey

Ryan Conrath or Jeff Cannon

Position this person holds with company Superintendent/Foreman

5. List total number of employees hired in the last six (6) months by job category and minority group standing.

<u>JOB CATEGORY</u>	<u>TOTAL</u>	<u>BLACK</u>	<u>NUMBER OF THESE BLACK HIREES RETAINED</u>
<u>Local 2</u>	<u>9</u>	<u>1</u>	<u>1</u>
<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>

6. Results of Pre-Award Conference (for St. Louis Civil Rights Enforcement Agency use only)

7. Recommendation and/or disposition after analysis and/or pre-award conference (for St. Louis Civil Rights Enforcement Agency use only)

Date: \_\_\_\_\_

\_\_\_\_\_  
Compliance Administrator

APPROVED: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
Executive Director

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